



**Calgary Economic
Development**



Martin Bragg & Associates
Arts and Culture Consultants

Calgary Economic Development Film Commissioner Search



Calgary Economic Development is seeking a Film Commissioner to promote Calgary as the location of choice for the creation of and investment in film, television and media production, both locally and internationally.

The Film Commissioner will bring a clear and compelling vision for the future of media production in Calgary and Alberta, possessing the strategic and entrepreneurial acumen to execute that vision successfully in the current media landscape. Across the television and film landscape, locally and internationally, now is a moment of significant change and reimagination. Calgary Economic Development, along with its Film Commissioner, will be well-positioned to spearhead the expansion of production in Calgary during this phase of renewal.

The Film Commissioner's vision and plans will be both inspirational and pragmatic, galvanizing artists, production companies, producers and other stakeholders into the future.

This position represents a fantastic opportunity, to contribute to a unique and rapidly growing industry and sector with the potential to redefine the trajectory of television and film production in Calgary and throughout Alberta.



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About Calgary Economic Development and Creative Industries

Calgary Economic Development, a non-profit corporation managed by an independent board receives funding from the City of Calgary, community partners and private sector entities through the Team Calgary program. A focus on creative industries is part of a collaboration that aims to shape Calgary's future economy and further the growth of Calgary as an economic powerhouse.

The Calgary Film Commission and its partners provide services such as location tours, photo packages and sustainable vendor recommendations, ensuring a seamless experience for productions.

With provincial incentives, the services offered by the film commission and the City of Calgary's Film Friendly team, Calgary stands out as one of the most cost-effective locations for filmmaking in North America.

Incentives offered by the Government of Alberta competitively position the province to attract productions of all sizes and maximize their budgets — with a cap-free 22 per cent credit eligible for all productions and 30 per cent credit accessible by Alberta-based owners or producers. In 2024, the parameters for this advantage were expanded to include unscripted television, game shows and regional incentives, drawing the interest of a broader range of creatives.

Calgary's creative talent shone brightly in 2024, with *The Last of Us*, *Prey* and *Fraggle Rock* earning 31 Emmy nominations and nine awards. Additionally, the city's landscapes garnered accolades at the 2024 Location Managers Guild Awards, with *The Last of Us* winning the award for Outstanding Locations in a Contemporary TV Series.

Currently, Calgary is Canada's fourth-largest film and TV jurisdiction. Across Alberta, the film and television sector contributed \$450 million to the provincial GDP and employed more than 3,200 professionals as of 2023, with the majority of that work happening in and around Calgary.

The local film and TV workforce continues to grow, with 3,000 students graduating annually from creative programs at Mount Royal University, the Southern Alberta Institute of Technology, the University of Calgary and Bow Valley College. These schools have also created specific programs to fill skill gaps in Calgary's creative economy for animation, visual effects, esports and more.

Calgary Film Commission has cultivated an ecosystem that empowers local and international productions alike. This recognition is a nod to the collaboration between industry partners, government and Calgary's vibrant creative community.

The city's upward trajectory shows no signs of slowing. As Calgary continues to attract high-profile productions and global talent, its creative industries remain integral to the city's economic action plan, *Uplook*, positioning Calgary as a hub for innovation and creativity.



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Community

Calgary, the Blue Sky City, offers the amenities of a large metropolitan city along with the spirit of a connected community. In 2024, Calgary was ranked the most livable city in Canada and North America and the fifth most livable city in the world by the *Economist Intelligence Unit*.

The Blue Sky City experiences more days of sunshine than any other major Canadian city — 333 days per year. Calgary has a population of over 1.6 million people and is the third most diverse major city in Canada, with 240 different ethnic origins and more than 165 languages spoken. Calgarians are community-minded, with Albertans holding the second-highest national volunteer rate at 55 percent. Calgary's demographics are evolving, with residents from all over the world contributing to its diversity.

Calgary has award-winning talent and crews, globally competitive incentives, infrastructure and world-renowned locations. It's no wonder Calgary is a location of choice for local, national and international filmmakers who are inspired to bring their stories to the world – and the podium. Calgary continues to solidify its reputation as a premier destination for filmmakers, rising to fifth place on MovieMaker Magazine's 2025 list of the [Best Places to Live and Work as a Filmmaker in North America](#). Rising from eighth place in 2024, this marks the fifth consecutive year Calgary has been recognized — a testament to its growing creative economy and film-friendly practices.

Sources: Edited from - www.vertigotheatre.com; [Demographics](#) | [Economic Indicators](#) | [Calgary Economic](#)





Film Commissioner Role and Responsibilities

Reporting to the Director of Creative Industries, the Film Commissioner will be the organization's guiding visionary in promoting Calgary as the location of choice for film, television and media production to local, regional, national and international communities. In doing so, the role will be supporting the local economy through creation and investment. The Film Commissioner's specific responsibilities will be to:

Promotion and Marketing

- Promote and market Calgary as an ideal location for film, television and media production
- Ensure Calgary is the location of choice for filming, highlighting unique landscapes, architecture, local culture, talent and infrastructure
- Market Calgary's advantages to production companies, studios, streamers and filmmakers
- Remain current with industry trends and compile business intelligence to inform market development
- Support the local economy by attracting productions that spend money on services such as hotels, catering, transportation, venue, stage and equipment rental
- Conduct strategic marketing meetings with local, national and international producers, studios and production companies to highlight the Calgary region's viability
- Contribute to marketing materials and enhance global market access and reach
- Create job opportunities for local crew members, actors and other professionals
- Collaborate with local industry members on the development of marketing strategies
- Understand that pan-provincial alignment with competing jurisdictions is required to ensure seamless production
- Consider geopolitical issues with national and international marketplaces
- Access leveraged funding to build marketing and sales capacity

Production Support & Logistics Coordination

- Support production companies before, during and after production
- Collaborate with the Calgary Film Commission team to assist productions with location scouting, permits (support with city when required) and other logistical needs
- Ensure well-organized and efficient support for production processes using internal sector expertise in real estate, investor experience and market intelligence combined with external support systems
- Coordinate with local businesses, agencies and municipalities to ensure seamless operations throughout the entire production process
- Ensure continuous cooperation with industry support services and community partners to uphold a production-friendly environment

Financial Management

- Be responsible for the creation and management of an annual budget to conduct business development activities
- Be responsible for sourcing other funding opportunities through proposals and grants
- Be comfortable with strategic planning to ensure limited resources are utilized effectively to achieve annual key performance metrics



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- Possess the ability to be resilient and have a problem-solving philosophy to deal with unanticipated opportunities and challenges that can impact the annual budget

Networking and Relationship

- Champion relationships with industry professionals, including unions/guilds and industry associations, producers, directors, government officials and post-secondary Institutions
- Attend industry events such as film festivals, trade shows and seminars to promote the region
- Work with the Creative Industries team on strategies and execution for targeted industry activations
- Participate on committees to ensure appropriate representation at city and provincial levels
- Ensure collaboration with the City of Calgary on Film Friendly initiatives
- Establish trusted partnerships and build consensus throughout the sector for growth and development
- Build strategies for an industry that tends to be siloed, where it can be challenging to align with various priorities for a variety of stakeholders

Public Relations and Communications

- Be a champion for Calgary and build relationships that promote the film industry and the fact that local talent is critical to success
- Work with the communications department to develop a strategic plan to ensure key partners are up to date on the activities of the department
- Conduct promotional activities through direct contact, public speaking, websites and social media
- Address media requests as required serving as primary spokesperson for Calgary Film Commission-related inquiries on camera, radio or print
- Ensure key partners are informed
- Participate on panels and speaking opportunities
- Demonstrate strong political acuity to effectively advocate for sector development with all levels of government
- Demonstrate discretion and confidentiality which are imperative and expected as industry intel and project-related details must remain confidential
- Ensure advocacy and lobbying to government and funding agencies is an ongoing priority

Traits and Characteristics

Visionary, dynamic, independent, self-motivated, detail-oriented and people-oriented, the Film Commissioner will have exceptional social, sales and communication skills and value frequent interaction and collaboration with others.

The Film Commissioner will be an experienced and entrepreneurial professional with the vision to actively pursue the Calgary Economic Development's mission and goals with bold creativity and determination and will have a high degree of personal accountability with a commitment to exceeding expectations.

The Film Commissioner will balance tasks and projects with a sense of urgency and possess the communication skills needed to articulate compelling verbal and written cases for support. A self-



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sufficient and self-managed professional with a highly organized approach, the Film Commissioner will be able to achieve organizational objectives with all members of the creative industries sector. This individual will bring their experience, passion and vision for film to positively impact the organization's long-term success and sustainability.

Key Competencies

- **Collaboration:** Encouraging and empowering others, fostering collaboration between organizations/multiple groups.
- **Respectful:** Appreciates unique backgrounds and perspectives and can leverage team strengths. Respects diverse perspectives and strives to find inclusion for ideas/perspectives.
- **Entrepreneurial:** A visionary leader who wants to lead a team and achieve more together.
- **Client Service / Customer Orientation:** Acts as a strategic partner to clients; creating and maintaining long-lasting relationships.
- **Analytical:** Able to analyze problems/situations from multiple perspectives and diverse sets of information.
- **Local and Global Insight:** Understanding of the domestic and foreign business environment, including government, industry, culture and regulatory frameworks.
- **Business Acumen:** Ability to understand the industry/business and foresee future opportunities and challenges, with a clear understanding of business drivers.
- **Developing Others / Growing Talent:** Develops the team within the workgroup and from outside the workgroup (i.e. formal assignments, information feedback, mentorship, coaching, etc.).
- **Adaptability:** Can pivot quickly to changing priorities/tasks/deadlines and looks for creative or alternative ways to enable workflow
- **Independence:** Self-motivated and able to collaborate effectively in a team.

Qualifications and Experience

An undergraduate degree in business, film studies, marketing, international relations, broadcasting communications or commerce is preferred.

- Ten or more years of industry experience; experience in promoting locations or services, ideally within the film or tourism industries
- Proven ability to build and maintain relationships with industry professionals, government officials and local businesses
- Strong understanding of film/television, media production and creative industries as economic drivers for a region
- Demonstrated knowledge of the continental and international business communities as well as a thorough understanding of the Calgary and region business environment
- Proven ability to establish and maintain effective client acquisition and relationship management
- Demonstrated high-level technical knowledge in all creative industries areas
- Excellent oral and written communication and public speaking skills
- Proven ability to achieve results in a changing and/or political environment
- Demonstrated computer proficiency in the latest standard software applications and CRM experience



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- Demonstrated experience with sales and delivery, together with experience in selling via reputation, relationship management/credibility/business acumen, not simply using technical information and data
- Experience working with politically sensitive and confidential information
- Strong operational and leadership skills pertaining to the technical facilities in the creative industries sector
- Flexibility and the ability to work irregular hours and travel frequently within Alberta and occasionally internationally
- Valid driver's license

Compensation

Calgary Economic Development offers a comprehensive compensation package, including an annual salary of \$100,000 to \$130,000 per year commensurate with experience, variable compensation based on deliverables, a generous vacation and professional development package and membership in Calgary Economic Development's extended benefit program. The ideal candidate must be willing to relocate to Calgary.

Application Instructions

Martin Bragg and Nicola Dawes of Martin Bragg & Associates will guide the Calgary Economic Development Film Commissioner search. To apply confidentially, please email your letter of interest and resume in Word or PDF format to Martin Bragg & Associates at: filmcommissioner@mbassociates.ca.

Potential candidates are encouraged to apply immediately, as the review of applications will begin promptly and will conclude once an appropriate candidate has been identified. All candidates will receive an acknowledgment of their application. No phone calls, please.

